



Cisco Summit 2010

Shape Your Borderless Enterprise



Cisco Digital Media System

Comprehensive. Scalable. Network-Centric.

Solichin Gani Putra

Consulting System Engineer

PT. Mastersystem Infotama



Business Trends Driving Digital Media

- Economic challenges are changing business opportunities
- Global value chains and globalization
- Consumerization of IT
- Shift in advertising spending
- New social media trends to reach customers and employees





Cisco Business Video Systems

TelePresence

- TelePresence Meeting Solution
- TelePresence as a Service
- Consumer TelePresence

Physical Security

- Video Surveillance
- Access Control
- HD and SD Cameras

Medianet
Media Processing

Digital Media

- Digital Signage
- Social Video System
- Business IPTV

Unified Communications

- Video Calling
- WebEx
- Interoperability



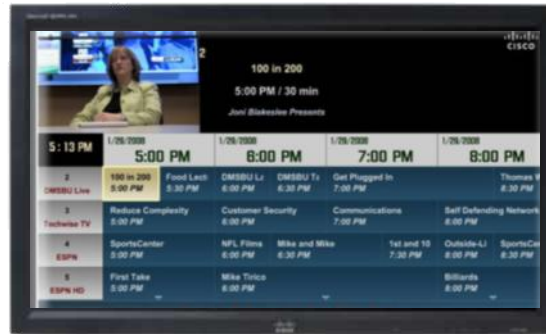
Cisco Digital Media Suite: Overview

A Comprehensive Suite of Digital Signage, Business IPTV, and Social Video System Applications

Cisco Digital Signs



Cisco Cast



Cisco Show and Share



- **Learn:** Employee training and classroom alternatives
- **Grow:** Expand revenue opportunities
- **Communicate:** Share information with employees, students, and partners
- **Collaborate:** Promotes sharing of ideas and idea exchange



Open Platform Unlocks Applications

Application developer community building on DMS

Open, standards based architecture enables customization and integration

- Learning Management Systems
- Conference Room Management
- Line Queuing
- RFID and Smart Signage
- Call Center
- Web Portals and Mash-Ups
- Customized Content Management
- Touchscreen and Kiosks
- Video Analytics
- Point of Sale





Market Leadership

- Fastest growth: Growing 5 times faster than the market
- High customer adoption rate: Thousands of customers around the world
- Differentiation through end-to-end business video strategy
- Market leadership in key segments
 - Marketshare leader in recent analyst reports
 - Major wins across the world's largest banks, retailers, sports stadiums and public sector accounts



“Cisco had the best solution for us: it was network-based, hardware agnostic and offered lower power consumption and maintenance overhead.” – Craig Carter, IT architect, Lloyd's of London

“Cisco will help us capitalize on industry trends and transitions, such as the current migration from standard-definition to high-definition video in venues and at home, to give our fans the most state-of-the-art game-day experience in all of baseball for years to come.” – Lon A. Trost, Yankees Chief Operating Officer





Cisco Summit 2010

Shape Your Borderless Enterprise

Cisco Show and Share





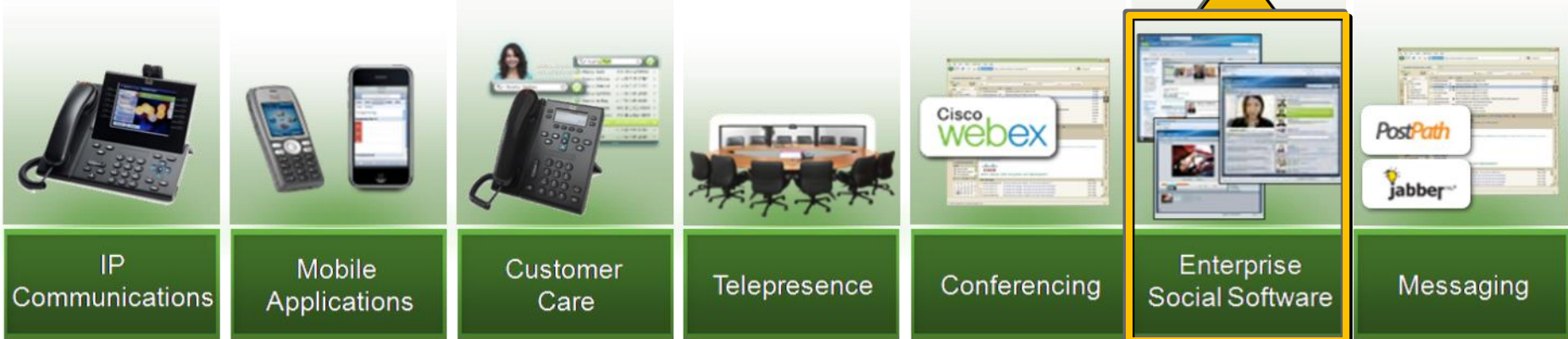
Shape Your Borderless Enterprise

Cisco Show and Share Social Video System Overview

- Enterprise social software for video collaboration and sharing
- User generated content and social media features
- Live events and TelePresence playback
- Secure business workflows and reporting



Cisco Collaboration Portfolio





Cisco Show and Share

Social Video System

Benefits

- Video is everywhere
 - Video democratization
 - Secure communication
 - Reach your audience any place, any time
- Video is personal
 - Personal, instant communication with a global audience
 - Personalize video experiences
 - Increase customer intimacy: Get closer with your employees, partners, customers, and students
- Meeting optimizer
 - Save time and money: Reduce time spent in status and project meetings
 - Workforce optimization





Cisco Show and Share

Create, Upload, Edit and Share

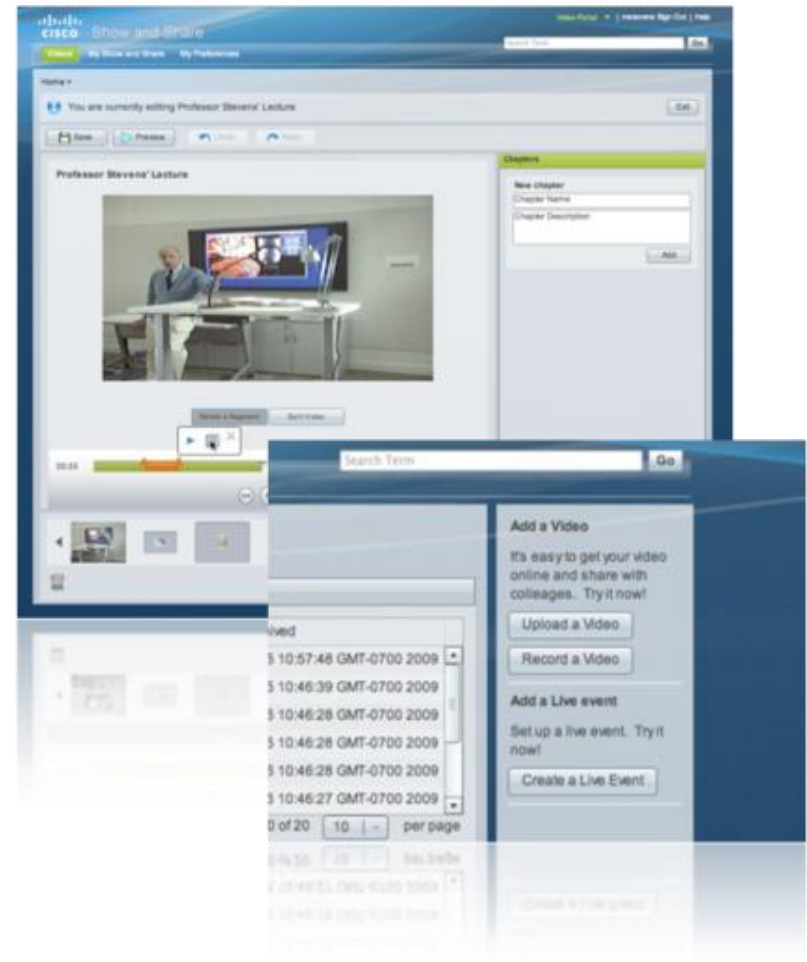
Easily Create and Record

- PC or Macintosh via USB and embedded cameras
- Flip, iPhone, or other cameras

Easily Edit Recorded Videos and Uploaded Flash Files

- Crop and delete segments
- Split and add transitions
- Add and edit chapters, slides

One Click Publish to Share

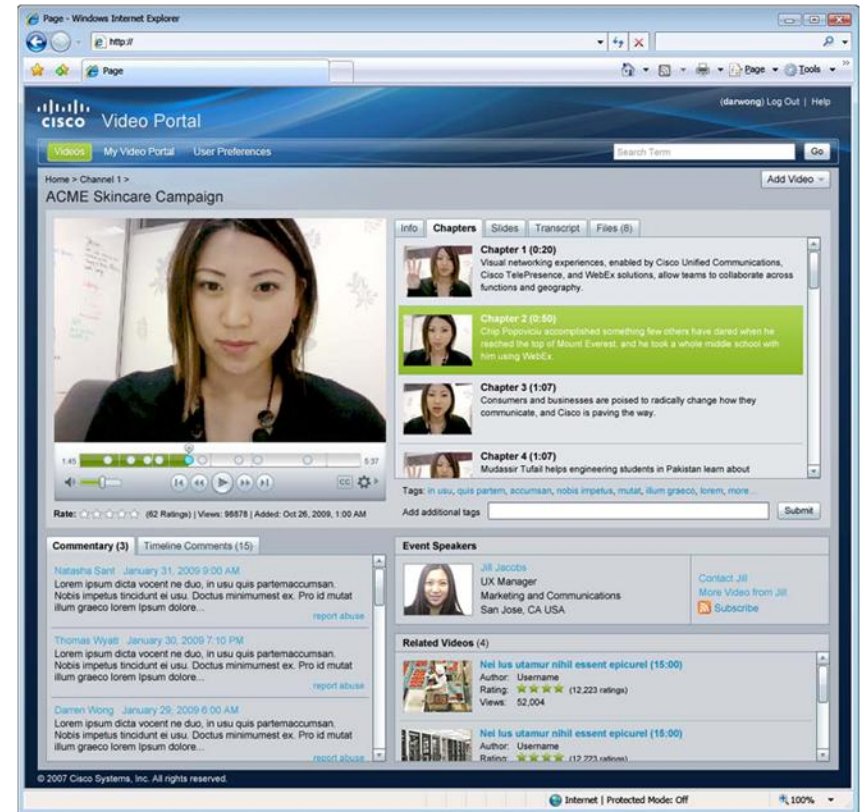




Cisco Show and Share

Search, Comment, Transcribe, Subscribe, and Integrate

- Easy search based on user tags and indexing
- General and timeline commenting
- Custom views based on user profiles
- Transcript display and search
 - Integrates with Cisco Media Experience Engine for automatic speech-to-text
 - Searchable video transcripts
- Subscribe to specific topics of interest via RSS
- Open platform for simple integration with applications or mash-ups





Components of Cisco Show and Share



Digital Media Encoder 1100



Digital Media Encoder 2200

Digital Media Manager

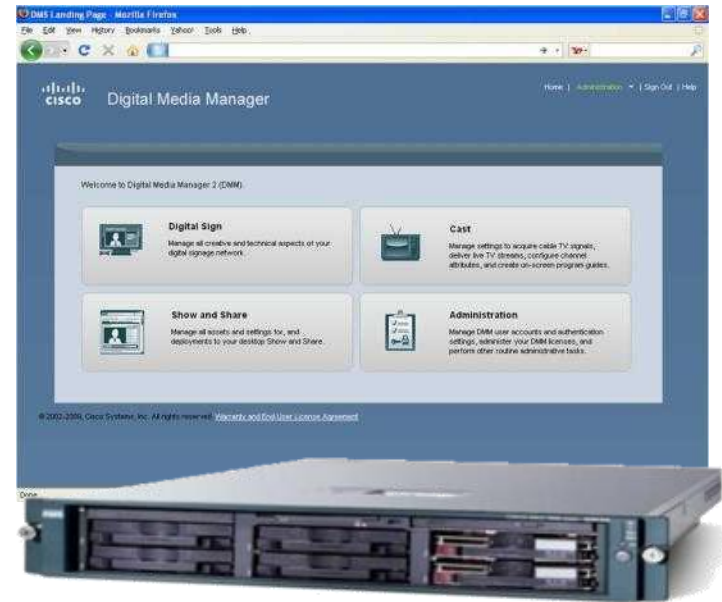
Add the Media Experience Engine (MXE) for any content to any video device experiences and transcription services





Cisco Digital Media Manager

- Robust, Web-based content management
- Flexible, remote publishing to Cisco Show and Share endpoint
- Customizable Show and Share interface
- Slide sync and Q&A w/ live Event Module
- Restrict who can watch what
- Active Directory and LDAP integration





Cisco Digital Media Encoders

DME 2200

- Studio-level, dual channel encoding appliance
- Ideal for corporate offices or data centers
- Live encoding/transcoding of media into standard formats (WMV, Flash, H.264, etc.)
- Local or remote management



DME 1100

- Portable, lightweight, single channel encoder
- Ideal for outdoor, classroom, and conference room use
- Support for all standard video formats
- Local or remote management





Cisco Digital Signs





Cisco Digital Signs

Digital Signage System

Benefits

- Accelerate Sales
 - Promote, upsell and cross-sell directly to customers in the store
- Enhance Customer Experience
 - Deliver entertaining information to reduce perceived wait time
- Deliver Communication and Training
 - Personal, instant communication with a global audience
 - Share up-to-date schedules, news and emergency messaging right where it's needed most
 - Broadcast real-time executive and internal communications
 - Cost effective training when desktops are not available





Cisco Digital Signs Digital Signage System

Features

- Open platform for easy integration with other applications
- Central management of your digital signage network
- Customizable on-screen templates
- Proof-of-play content performance reporting
- Touch screen compatibility
- WiFi support
- Web-based design tool, the Cisco Digital Media Designer





Components of Cisco Digital Signs





Cisco Digital Media Players

- Renders graphics, Web content, text tickers on digital displays and music playback
- Interactivity through touch screen, remote control, or IP phone
- Supports full-screen or “zoned” video in SD or HD resolutions
- Customizable on-screen templates
- Remote management of display properties
- IP-network addressable
- Local storage, high availability, automatic failover
- Leverage DMP flash memory and external USB drive for content pre-positioning
- Small and lightweight
- Remote control for interactivity
- Low power consumption and high reliability
- Security: Hardened device
- Open platform



DMP4400G



DMP4305G



Cisco Digital Media Manager for Digital Signage

- Web-based media management, publishing, and distribution
- Granular access control for roles such as: designers, IT admins, marketing/sales, regional vs. corporate
 - Sales and Marketing – create playlists, scheduling and daypart
 - Content creators/designers – manage assets, design screen layout and zones
 - IT admins – can configure, remotely manage, group and run reports on DMPs
 - Control physical properties of the display via connected DMP
- Integrates with Cisco ACNS for optimized WAN delivery



**Same Application for
Managing and Publishing
Cisco Show and Share Content**



Cisco LCD Professional Series Displays



- An end-to-end Cisco solution
- Centralized, remote management through the Cisco Digital Media Manager
- Cisco support and service offerings
- Available in 32", 40" and 52" models
- Full 1080p resolution



Cisco Cast





Cisco Cast

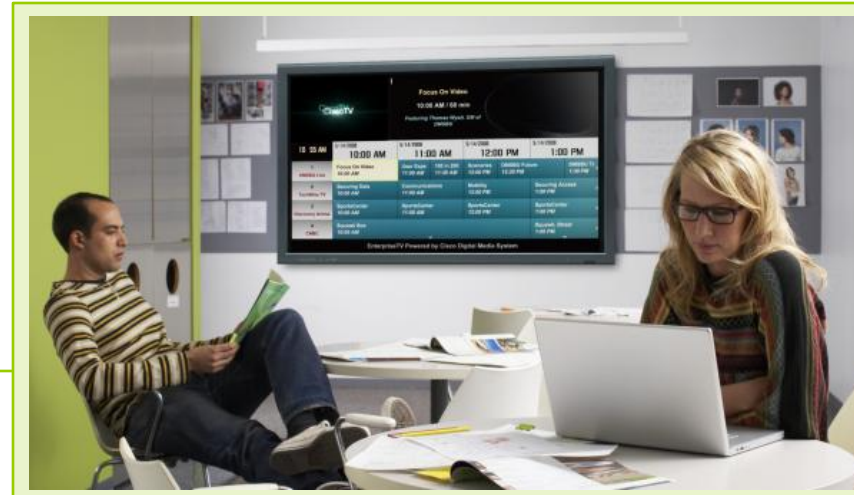
Business IPTV System

Benefits

- Deliver Communication and Training
 - On-demand video and broadcast TV channels over an IP network
 - Cost effective training when desktops are not available
- Enhance Customer Experience
 - Reduce perceived wait time with entertainment/TV channels
 - Provide on-demand product videos to customers

Features

- Interactive Touchscreen menus
- Program listing and EPG
- Customizable channel lineups
- On-demand content
- Digital Media Designer integration





Components of Cisco Cast

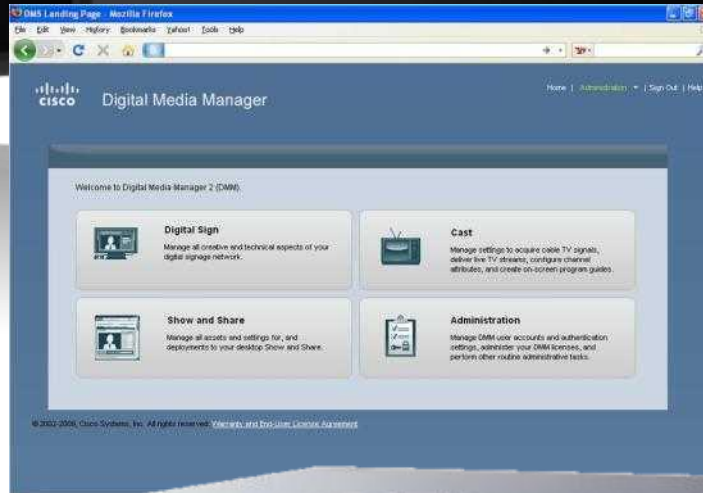
Cisco 52" LCD



Cisco 40" LCD



Cisco 32" LCD



Digital Media Manager



Digital Media Player 4305G



Digital Media Player 4400G





Cisco Services for Cisco Digital Media Suite



Cisco Services for the Cisco Digital Media Suite

DMS PDI Services

Network Planning,
Design, Implementation
And Turnover

Cisco Technical Services

Industry-leading
Operations and Support

Digital Media Creative Services

Digital Signage
Media Readiness

Planning
and Deployment

Operate
and Optimize

Digital Signage
Content

Accelerate Business Transformation

Industry
Segment-specific
Consulting Services

Cisco Advisory
Services

Scaling Media Network
for Managed/Hosted
Services Solutions

DMS Managed
Services

Assuring Network
Operations

DMS Remote
Management Services

Training the
Next Wave of Media
Professionals

Academy of Digital
Signage



Shape Your Borderless Enterprise

Empower Your Organization

Cisco Academy of Digital Signage

Global qualification program for media professionals to create and optimize media content for digital signage



- Hands-on training allows you to immediately produce trusted, compelling digital signage content
- Earn the Cisco Qualified Digital Signage Media Professional (CQDSMP) credential and become part of the next generation of digital media professionals
- Available to marketing and advertising professionals, media and content developers, and Cisco partners
- www.cisco.com/go/dms/ads

“The Cisco Academy of Digital Signage gave me and my colleagues the hands-on experience we needed...We can now start building and scheduling digital signage content with the Cisco Digital Media Suite.” – Suzanne Cronin, Director, Brand and Creative, Oracle



Shape Your Borderless Enterprise

Cisco Digital Media Creative Services

Executing Signage Solutions All Over the Globe



Creative Brief

- Business assessment
- Creative analysis
- Proposed brief



Content Strategy

- Appropriate content
- Designated display
- Scheduled duration



Content Design

- Jumpstart kit
- Rich media
- Video

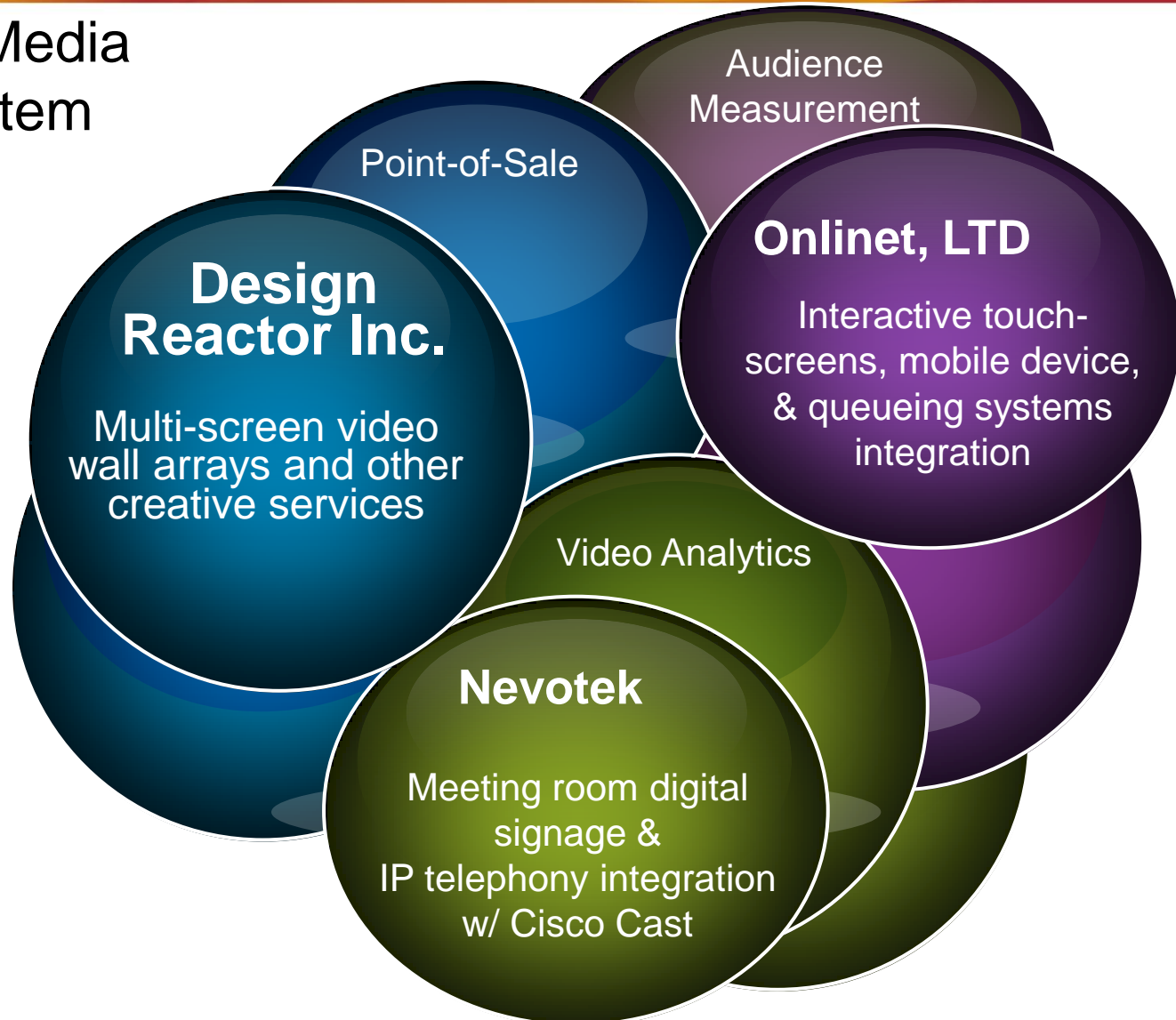


Cisco Digital Media Suite Ecosystem





Expanding Digital Media Developer Eco-System





Integration Solutions



Cisco DMS and Cisco Media Processing

Any content to any device

- User generated content captured by any input device and transferred to PC/ or existing video is used
- Media is adapted and graphics and speech to text captions are added
- Recording is dynamically shared on multiple devices including Cisco Digital Signs and Cisco Show and Share

Speech-to-text transcription for intelligent video viewing

- User generated content captured by any input device
- MXE automatically detects and processes user generated content
- Speech to text transcripts generated
- Transcripts can be searched and viewed in Cisco Show and Share





Shape Your Borderless Enterprise

Cisco Digital Media Suite & Cisco TelePresence

In the Office...

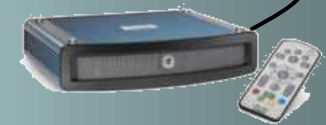
Cisco TelePresence combined with Cisco Digital Media Suite for an all-in-one solution

Provides Cisco Cast for live broadcast of business/news channels over IP to the large screen

In the Branch....

Customer-facing virtual concierge for engagements with remote experts/assistance

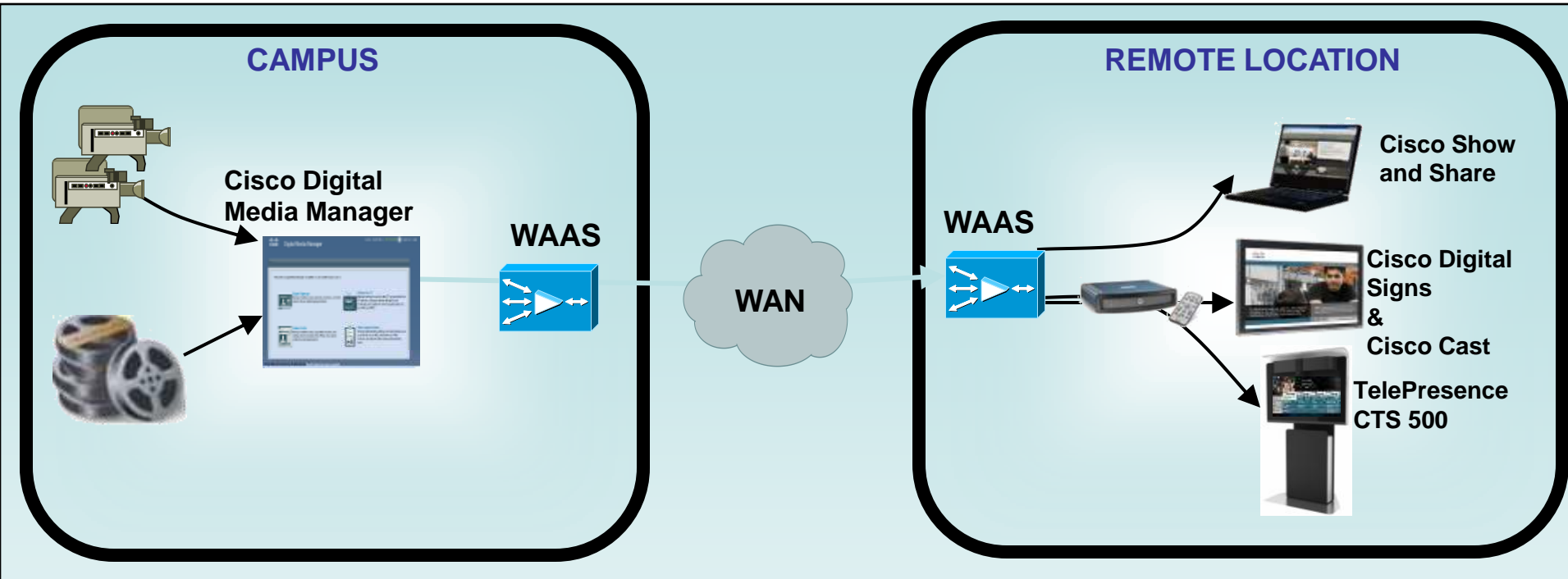
Provides Digital Signage for targeted sales and marketing of products and services when not in use for Cisco TelePresence calls



Cisco TelePresence + Digital Media Suite= Winning Solution for Face To Face Communications and Compelling Digital Media

Optimized Digital Media Delivery with WAAS

- Traditionally used to optimize business applications in remote locations
- Complete solution leverages existing infrastructure investments for global digital media delivery



Cisco WAAS + Digital Media Suite =
Expanded Reach of Digital Media Deployments



Integrated Solutions:

- Strengthen Corporate Communications
- Enhance Training Efficiency
- Enable Global Collaboration
- Increase Productivity
- Drive Sales and Customer Intimacy



Shape Your Borderless Enterprise Corporate Communications

Live meetings held at headquarters are broadcasted to regional offices and stores on any device, recorded and easily edited for on-demand access.



Meetings are transmitted to other TelePresence units in regional offices

Cisco TelePresence



Flip camera captures non-interactive information

Flip camera



Meetings are conducted in a large TelePresence facility at headquarters

Cisco TelePresence

Meeting reminders are shown to digital screens throughout stores nationwide

Digital Media Suite

Meetings are recorded and are made available on-demand in Show and Share with transcript and in multiple formats using videos processed by MXE

**Cisco TelePresence
Cisco WebEx
Digital Media Suite
Media Experience Engine**



Meetings are transmitted live to laptops via Show and Share and are recorded

Digital Media Suite

Employees can view Trainings and meetings live and interact from home using WebEx

Cisco WebEx

Trainings and meetings are available to view on mobile phones



Media Experience Engine



Shape Your Borderless Enterprise

Increase Training Efficiency

Trainers collaborate to develop and record curriculum for on-demand online training, accessible only to authorized users, and usage metrics report results.

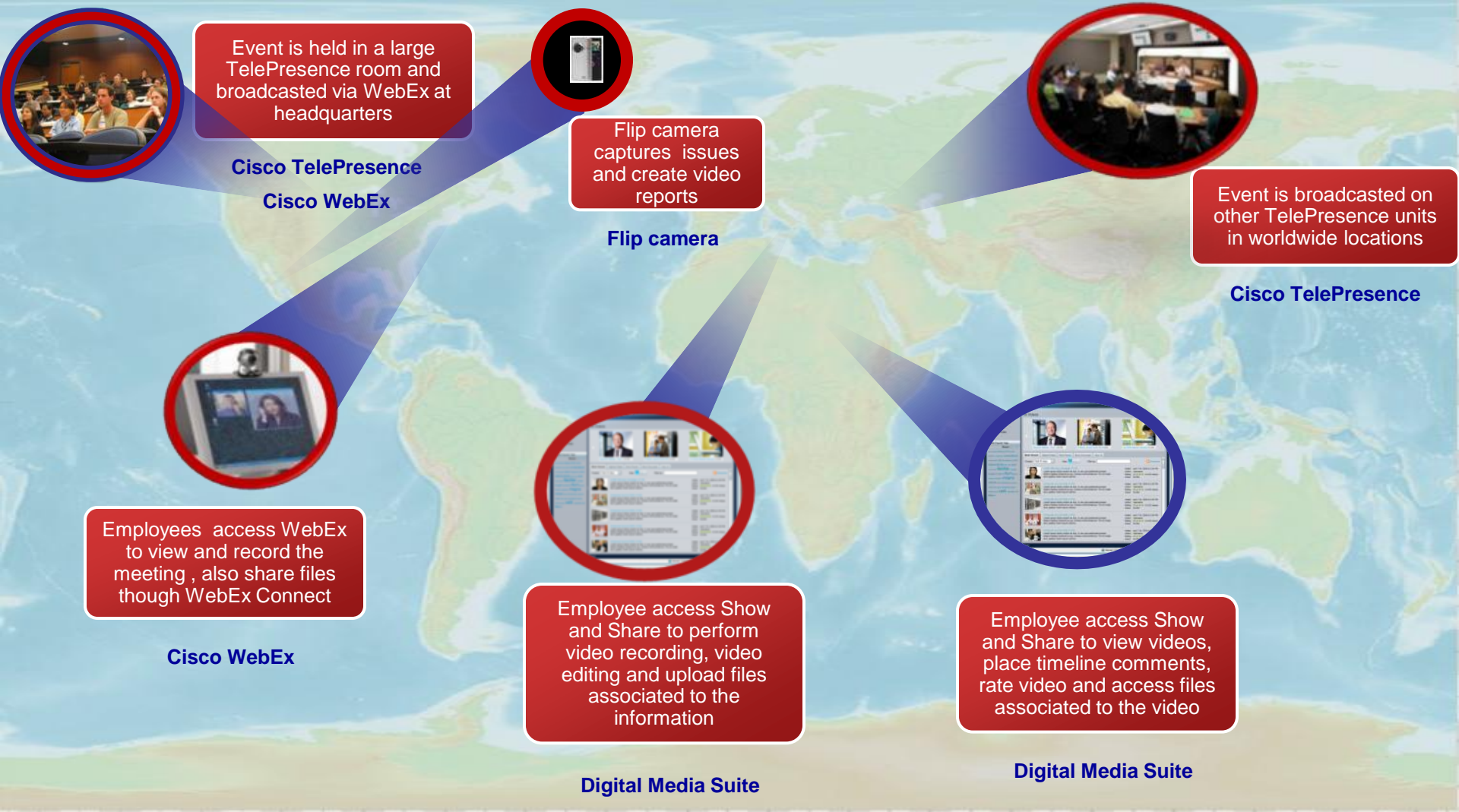




Shape Your Borderless Enterprise

Bringing Globally Dispersed Teams Closer

Employees collaborate across boundaries and share the full experience with communities of interest.

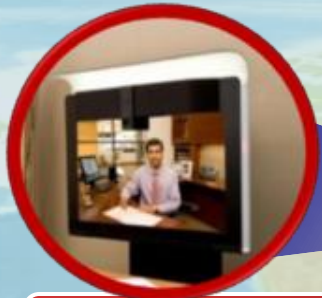




Shape Your Borderless Enterprise

Increase Meeting Efficiency

Non-interactive meetings are replaced by recorded updates accessible to team members on any device.



Recorded meeting is available to view on mobile phones through MXE

Media Experience Engine



Meeting is accessed and recorded in WebEx

Cisco WebEx

Meeting introductions and updates are recorded using CTRS

Cisco TelePresence



Flip camera captures non-interactive information such as meeting introductions

Flip camera



Meeting is recorded and processed through MXE to produce transcription and to produce multiple video formats for multiple device playback

**Cisco TelePresence
Cisco WebEx
Digital Media Suite
Media Experience Engine**



Team member shares video showcasing new products features

Digital Media Suite



Meeting is transmitted to other TelePresence units throughout the world

Cisco TelePresence



Shape Your Borderless Enterprise

Maintaining Customer Loyalty and Cross Selling

Video helps the customer obtain critical information throughout the shopping experience



Flip camera captures customer's personalized experience

Flip camera

Customers obtain product information from Digital Signs throughout the store

Digital Media Suite



Recording is processed through MXE to produce transcription and to produce multiple video formats for multiple device playback

Media Experience Engine



Customer shares experience using Show and Share

Digital Media Suite

Personalized experience sent to customer's mobile device through MXE



Media Experience Engine

Customers can access a health / medical expert to ask questions about her prescription

Cisco TelePresence Expert-On-Demand



Cisco Digital Media Suite Customers





Lloyd's of London

LLOYD'S

- World's leading insurance brand
- Challenge:
 - The need to modernize the look of Lloyd's
- Implemented Cisco Digital Signage with the goal to modernize Lloyd's and received much more:
 - Informs brokers while they wait to see an underwriter (underwriting floor receives > 4,000 brokers each day)
 - Adds value to members' subscriptions
 - Opens new opportunities for communicating with its members through rich, dynamic content
- Business Benefits:
 - Broker new contracts and deals**
 - Ability to switch screens on and off automatically **reduces energy costs**
 - Increase revenue** by improving member experience



“Our original goal was to modernize the look of Lloyd's. Not only has the new system done this brilliantly, it has opened up so many more opportunities for communicating with our members.”

– Craig Carter, IT Architect, Lloyd's of London



Norsk Tipping Real-Time Communications and Marketing

- Official Norwegian lottery founded in 1949
- Challenge:
 - Tremendous costs around paper distribution to 4500 retail locations
- Implemented Cisco Digital Signage across all locations for more efficient:
 - Marketing and promotions to customers
 - Communication around results, odds
- Business Benefits:
 - **Increase revenue** by driving product up-sell/cross-sell
 - **Reduce printing costs** and eliminated paper waste
 - Faster customer communications
 - **ROI analysis** of sales



“With its flexibility and scalability, the Cisco Digital Media suite is helping us strengthen our brand, increase sales, make it more attractive for retailers to sell our products, and maintain customer confidence.”

– Stein Onsrud, Technology Advisor, Norsk Tipping AS



Coca-Cola Enterprises

- CCE is the largest bottler, distributor, and marketer of Coca-Cola products
- Challenge:
 - Fragmented communications at CCE
- Implemented Cisco's Social Video System to:
 - Scale the messaging of CEO John Brock's strategic announcements to employees
 - Deliver a live Webcast to 50,000 employees
- Business Benefits:
 - Deliver a consistent message** of CCE's story, vision, and strategy to key employees worldwide
 - Increase employee productivity and proficiency**



“What became so clear to us is that we had to engage, we had to interface, and we had to communicate with employees all over the world to make [our] strategic vision work.”

— John Brock, CEO, Coca-Cola Enterprises



Stars Centre

- Stars Centre is part of the City Centre shopping complex in Heliopolis, Egypt
- Challenges:
 - Needed a simple and flexible way to attract customers
 - Needed a new way to drive revenue from advertising
- Implemented Cisco Digital Signage:
 - About 500 DMPs across the mall to entertain and attract customers
 - Ability to display compelling content such as advertisements, movies, Web pages, images, flash animations, and live feeds that entertain
- Business Benefits:
 - **Increase customer satisfaction** and draw crowds
 - **Higher sales** as a result of larger crowds
 - **Generate revenue** from selling advertising space
 - **ROI:** conservative study estimated payback time < 2 years





CityJet

- Background
 - Subsidiary of Air France
 - Carries about 1.6 million passengers per year
- Challenges
 - Scale training and improve their corporate identity with both onsite and mobile employees spanning three base airport locations
- Benefits of Cisco's Digital Signage and Social Video Systems
 - Increased productivity by communicating company wide initiatives in real-time
 - Brand protection and awareness
 - Strengthened staff morale





College of Southern Nevada Cisco Digital Signs



- College of Southern Nevada (CSN) is the largest college in Nevada serving two-thirds of Nevada's population
- Challenges:
 - Need to communicate to remote offices
 - Provide training
 - Distribute executive communications
- Benefits of Cisco Digital Signage implementation:
 - **Critical component of safety strategy** for communication during emergencies allowing for **instant communication** and the **avoidance of panic**
 - **Lowered printing costs** and campus clutter by reducing the number of posters necessary to promote events on campus
 - Encourages and **improves collaboration**



"Video technology is everywhere. If you don't have it, you're behind. With Cisco's Digital Signage Solution you're not only keeping pace, you're ahead of the curve. DMS has helped our college communicate better."

- Josh Feudi, Interim CIO, College of Southern Nevada



Mobile County Public Schools

Digital Media Suite

- **Background**
 - Mobile, Alabama
 - The largest employer in the state of Alabama
 - 63,000 students, 9100 faculty and staff
- **Challenges**
 - Improve communication
 - Enhance educational excellence
 - Reduce costs
- **Benefits of DMS Implementation**
 - Improved information sharing with teachers, staff, parents and the community
 - Provide announcements about events such as PTA meetings
 - Deliver emergency information around weather and school closures
 - Broadcast graduation ceremonies
 - Reinforce classroom instruction with video
 - Integration with Smart Board
 - Broadcast historical events such as the inauguration
 - Access a library of video content available anytime
 - Digital Signage in the cafeteria extends learning outside of the classroom





New York Yankees

A New Look at Sports and Entertainment

- **Objective**
 - Create the ultimate fan experience, marrying its history and
 - tradition with cutting-edge technology
 - Optimize investment by creating an infrastructure that accommodates future growth and innovation
- **Deployed Cisco StadiumVision Stadium Wide**
 - Delivers targeted digital promotions, HD video and fan information to 1,100 digital signage displays
 - Enables 56 Luxury Suites with applications to control HD video input as well as order concessions via an IP Phone
 - Leverages Connected Stadium infrastructure, including UC and wireless, as a foundation for future innovation
- **Business Benefits**
 - Deliver new fan experiences and capture new revenue opportunities



“Cisco will help us capitalize on industry trends and transitions, such as the current migration from standard-definition to high-definition video in venues and at home, to give our fans the most state-of-the-art game-day experience in all of baseball for years to come.”

– Lonn A. Trost, Yankees Chief Operating Officer



Dallas Cowboys

America's Team has Home Field Advantage



- Objectives

- Generate new sports and entertainment experiences
- Build a technologically advanced stadium to support future innovation
- Create a versatile environment to accommodate any event

- Deployed Cisco StadiumVision Stadium Wide

- Delivers HD video with customizable digital content for messaging, promotions and menus to 2,900 digital signage displays
- Enables luxury suite guests to control their game-day experiences with custom, interactive applications that control the video displayed
- Leverages Connected Stadium for wireless access and UC

- Business Benefits

- Differentiated sports and entertainment experiences
- Generate new revenue opportunities and operational efficiencies



“In building the new home of the Dallas Cowboys, we wanted to create the most technologically advanced stadium in the world...Cisco solutions are helping us use our new home to deliver the biggest and best experience in the world of sports and entertainment.”

– Jerry Jones, Owner and General Manager



Cisco on Cisco DMS Deployments





Shape Your Borderless Enterprise

Cisco Systems

Engage and Inform 67,000+ WW Employees

- “Cisco Now”: Corporate-branded, all-employee news and corporate information digital signage property
- Challenge:
 - Needed a more efficient and effective way to engage and inform employees around the globe
- Implemented Cisco Digital Signage to dynamically deliver global and site-based news:
 - Includes employee cafes, break areas, labs, badge rooms
 - Content includes: corporate/product announcements, company facts, customer wins, financial updates, volunteerism opportunities, crisis communications
- Benefits:
 - Centralized and standardized communications, with ability to customize content to ensure location relevancy
 - Platform is easily being extended to customer-facing executive & customer briefing centers, lobbies, sales offices
 - Alignment with CEO John Chambers’ vision of using video communication to drive company strategy





Shape Your Borderless Enterprise Financing with Cisco Capital*

Strategic acquisition and management for Cisco Digital Media Suite.

Flexible and Competitive Financing

Available for all Cisco Customers

- **Preserve Cash:** spread costs over time, preserve credit, avoid cash investments
- **Lower Costs:** competitive rates and residual values lower cost of ownership
- **One Predictable Payment:** combine hardware, software and services on one lease
- **Manage Equipment Lifecycles:** easy upgrades, migrations, disposal keep you agile
- **Maximum Flexibility with:** End of lease options to protect you and your investment
Payment schedules and lease lengths up to 5 years
Migration and refresh options to stay current

Focus on Your Business not on Equipment Ownership or Disposal

Analysts Estimate You:

Could save approx 20% on TCO
with the proactive management of
equipment lifecycles

Spend approx 5% of TCO on
equipment disposal



Ask how financing from
Cisco Capital can
maximize your benefits.

www.cisco.com/go/ciscocapital



Cisco Digital Media Suite

Cisco Digital Signs



Cisco Cast



Cisco Show and Share



Cisco Digital Media Suite

(Cisco Digital Signs, Cisco Cast, and Cisco Show and Share)

Video Content Management

(Digital Media Manager, Digital Media Encoders, Content Delivery Networks, Storage)

Medianet

(Routing/Switching, MXE, Protocols)

Network as the Platform



Summary

- Fastest growth and customer adoption rate
- End-to-end business video strategy differentiates
- Market leadership in key segments
- Growing 3 to 5 times faster than industry





Cisco Summit 2010

Shape Your Borderless Enterprise



Mastersystem

ICT Solutions





Announcing Digital Media Suite 5.2

New Social Video System

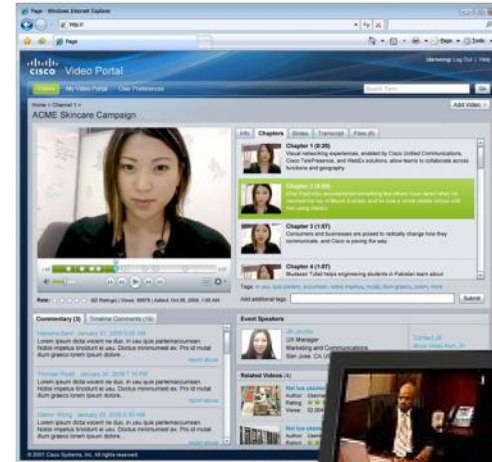
- Build Collaborative Video Communities

New in Digital Signage and Business IPTV

- Revenue Generation for Retailers
- Easier Content Design
- Updated Digital Media Player 4400G

New Open Platform

- APIs/SDKs for improved application integration
- Cisco Application Developer Program



Cisco Digital Media Suite Strategy

Social Video

Video Communities

- Secure user-generated content sharing
- Easy video editing, commenting, rating, polling
- Time-shifted collaboration via transcripts, search
- Open standard

Digital Signage

Interactive, Open

- HD, interactive touch-screen
- Ad-based content insertions and reporting
- Measurement & analytics
- Range of hardware endpoints
- Integrated display devices

IPTV

IPTV for Business and Education

- IP-enabled live & on-demand video channels to desktops, large displays
- Video encoding, transcoding of cable/TV channels
- Integrated in-room services & menuing

